

CHAPTER 6

MEDIA AND ACTION BUTTONS

InFocus

WPL_P815

PowerPoint presentations can be enhanced with the careful use of multimedia, such as movies, animated GIF files, sound clips and voice narration. As such, you can insert **sound** and **video** clips onto your slides.

And if you are developing your presentation for other people to use, you can ensure that they will find it easy to navigate by inserting **action buttons** onto each slide, so that users can click on the button to navigate through the presentation.

In this session you will:

- ✓ gain an understanding of media in **PowerPoint**
- ✓ learn how to insert a movie clip
- ✓ learn how to insert sound files
- ✓ learn how to optimise and compress media
- ✓ learn how to insert a linked media file
- ✓ gain an understanding of action buttons
- ✓ learn how to insert action buttons.

UNDERSTANDING MEDIA IN POWERPOINT

Often, the difference between an adequate and a fantastic presentation lies in the careful use of multimedia. You can really grab your audience and maintain their attention by incorporating

audio and video clips. These types of media can be used to emphasise key points, control the focus of the discussion, or simply to entertain during an otherwise dull presentation. Just don't overdo it!

Video and Audio File Formats

Sometimes the most effective way to get your message across is to insert a digital video or animation into your presentation. For example, you may include a video clip of an expert speaker who cannot attend the actual presentation. In PowerPoint, **video** refers to **digital video** and **animated GIF** files (such as **Clip Art** videos).

PowerPoint 2010 supports a range of digital video formats, including Windows media files (ASF, WMV), Windows video files (AVI), QuickTime movie files (MOV), MP4, movie files (MPG, MPEG, MPEG-2) and Adobe Flash files (.SWF).

PowerPoint supports a range of audio file formats, including AIFF, UNIX audio (AU), MIDI files, MP3 files, Windows audio files (.WAV) and Windows Media Audio files (WMA).

For a detailed list of supported and compatible media files, visit www.microsoft.com and conduct a search (for example, *powerpoint 2010 video audio file formats*).

Inserting Media Clips

When you insert a media clip, the clip is **embedded** onto the slide by default. When you embed a clip, it is contained within the presentation, and as such, can significantly increase the overall file size of the presentation. However, PowerPoint 2010 includes a range of options for **compressing** and **optimising** clips to reduce file size for a range of presentation modes (such as the Internet).

Alternatively, where file size is still an issue, you can create a link from the file to the presentation. This means that when you insert a clip, PowerPoint creates a link to the clip's current file location. Because of this, it is good practice to store the media files in the same folder as your presentation before you insert them. You will then need to ensure that you 'package' the media file with the presentation when distributing to others.

Clips and animated GIFs can be **embedded** onto a slide from a local or network location. The Clip Art library also contains many **animated GIF** files that you can insert to simply liven up a presentation or for entertainment. These are generally very short videos (several seconds).

Clips can be inserted as a **link** from a local or network location (preferably in the same location as the presentation), as well as from a web site, such as **YouTube**, by copying and pasting the embed code from the web site into PowerPoint in the relevant dialog box.

Editing Media Clips

When you insert a media clip, the contextual **Video Tools: Playback** tab (for video) and the **Audio Tools: Playback** tab (for audio) becomes available, which contains a range of tools to edit and set timings for media clips. For example, you can trim the clip if you don't want the clip played from beginning to end, or you can set the clip to loop continuously until you manually stop or pause it. You can also adjust the volume, play full screen or select whether the clip is to start automatically or 'on click'.

Animated clips or **animated GIF files** cannot be edited in PowerPoint.

Media clips can also be formatted using the range of tools on the **Video Tools: Format** tab, such as positioning, resizing, and applying video styles (frames, shadows and the like). Animated GIFs can be formatted using the range of tools on the contextual **Picture Tools: Format** tab.

INSERTING A VIDEO CLIP

When you insert a video clip onto a slide, the file will be **embedded** into the presentation by default, which means that it is contained within the presentation and is not just a link to the

presentation. There are two ways to insert a video, you can click on **Insert Media Clip** in a content placeholder, or where a placeholder isn't available, use the relevant commands on the **Insert** tab.

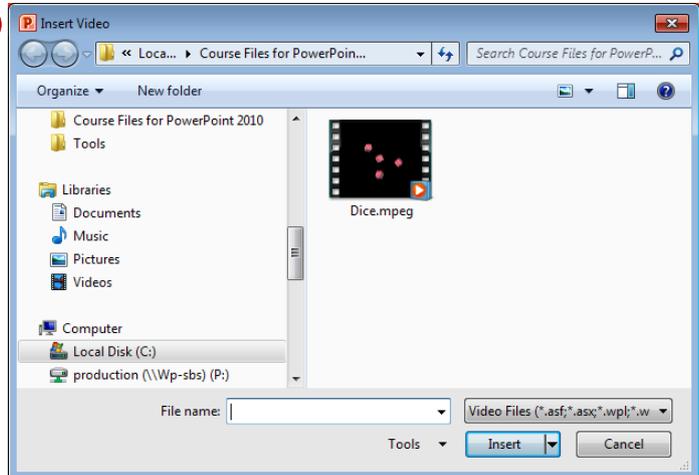
Try This Yourself:

Open File

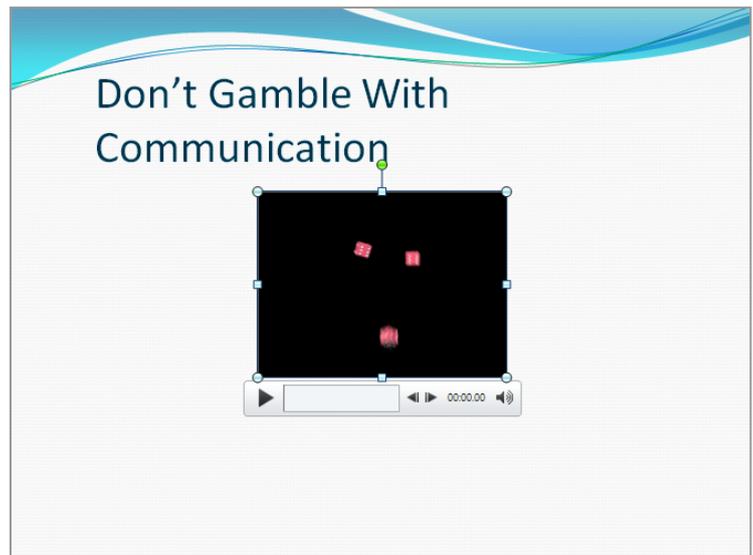
Before starting this exercise you MUST open the file P815 Media_1.pptx...

- 1 Navigate to and display slide 1 in the **Slides** window if required
We'll insert a short video clip...
- 2 Click on the **Insert** tab, then click on the bottom half of **Video**  in the **Media** group to display a list of insert options
- 3 Select **Video from File** to open the **Insert Video** dialog box
- 4 Navigate to the course files folder, then click on **Dice.mpeg** and click on **[Insert]**
- 5 Click on **Play**  just below the clip to play the clip
Now we'll apply some options...
- 6 Click on the **Playback** tab, then click on the drop arrow  for **Start** in the **Video Options** group and select **Automatically**
- 7 Click on **Loop until Stopped** in the **Video Options** group so that it appears with a tick
- 8 Click on the **Slide Show** tab, then click on **From Current Slide**  in the **Start Slide Show** group to preview the slide
- 9 Press **[Esc]** twice to return to **Normal** view

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For Your Reference...

To **insert** a **video clip**:

1. Click on the **Insert** tab, then click on **Video**  in the **Media** group
2. Locate the clip and click on **[Insert]**
3. Click on the **Video Tools: Playback** tab to work with the **video options**

Handy to Know...

- To trim a video is to select only part of the video to play. To do this, select the video, click on the **Playback** tab, then click on **Trim Video**  in the **Editing** group. Drag the green bar to the right to set the starting point, and drag the red bar to the left to set the end point as required. Click on **[OK]**.

INSERTING AN AUDIO CLIP

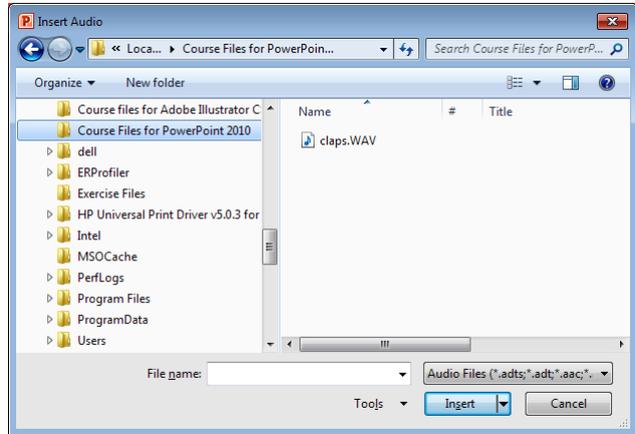
When you insert an audio file onto the slide, the clip will be embedded into the presentation by default, and will appear as a speaker icon on the slide. Once inserted, you can then edit the audio

clip in much the same way as for editing video clips. Audio clips can be inserted using the **Audio** command on the **Insert** tab, and then edited using the commands on the **Playback** tab.

Try This Yourself:

Same File Continue using the previous file or open P815 Media_2.pptx...

- 1 Navigate and display slide 2 in the **Slides** window
- 2 Click on the **Insert** tab, then click on the bottom half of **Audio**  in the **Media** group and select **Audio from File** to open the **Insert Audio** dialog box
- 3 Navigate to the course files folder, click on **claps.wav**, then click on **[Insert]** to insert the file
- 4 Click on **Play**  just below the microphone icon to play the audio
We'll apply some options...
- 5 Click on the **Playback** tab, then click on the drop arrow  for **Start** in the **Audio Options** group and select **Automatically**
- 6 Click on **Volume**  in the **Audio Options** group and select **Medium**
- 7 Click on **Hide During Show** in the **Audio Options** group so that it appears with a tick
The icon will not be displayed when presenting the slide...
- 8 Click on the **Slide Show** tab, then click on **From Current Slide**  in the **Start Slide Show** group to preview the slide
- 9 Press **[Esc]** to return to **Normal** view



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For Your Reference...

To **insert** an **audio clip**:

1. Click on the **Insert** tab, then click on **Audio**  in the **Media** group
2. Locate the clip and click on **[Insert]**
3. Click on the **Audio Tools: Playback** tab to work with the **audio options**

Handy to Know...

- You can use the same method to trim an audio file as you do with a video file. Select the audio object on the slide, click on the **Playback** tab and select **Trim Audio**  in the **Editing** group.
- Media clips are **objects**, so can be moved, resized and positioned.

INSERTING A CLIP ART VIDEO

Animated GIFs are moving images, usually where the image repeats a short sequence of movements. Microsoft provides many animated GIFs in the form of **Clip Art videos** that you can

insert onto your slides. These Clip Art videos can be used to provide amusement or entertainment, rather than to inform, and cannot be edited like media types.

Try This Yourself:

Same File

Continue using the previous file with this exercise, or open the file *P815 Media_3.pptx...*

- 1 Navigate to and display slide 2 in the **Slides** window if required
- 2 Click on the **Insert** tab, then click on the bottom half of **Video**  in the **Media** group and select **Clip Art Video**
The Clip Art task pane will be displayed...
- 3 Locate and click on the image of the man fishing to insert this video onto the middle of the slide
- 4 With the object selected, click on the  for **Height** in the **Size** group so that the **height** is **6 cm**, then drag the object into position as shown
- 5 Click on the **Slide Show** tab, then click on **From Current Slide**  in the **Start Slide Show** group to preview the slide
- 6 Press  to return to **Normal** view

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For Your Reference...

To **insert** a **Clip Art video**:

1. Click on the **Insert** tab, then click on the bottom half of **Video**  in the **Media** group and select **Clip Art Video**
2. Locate and click on the desired **Clip Art video**

Handy to Know...

- Animated GIFs appear quite small on the slide, but increasing the size of the object will result in loss of clarity and detail. It is recommended to maintain the original size or increase the size by no more than 50% of its original size.

OPTIMISING AND COMPRESSING MEDIA

As media is embedded into your presentation by default, this can increase the file size of the presentation. If you are preparing a presentation to distribute on the Internet or to send via email,

for example, you can **optimise** and **compress** the media. To optimise is to ensure compatibility across computers, and to compress is to reduce file size, which may also impact on media quality

Try This Yourself:

Same File

Continue using the previous file with this exercise, or open the file P815 Media_4.pptx...

1 Navigate to and display slide 1 in the **Slides** window

2 Click on the media object to select it

3 Click on the **File** tab to display the **Backstage**, then click on **Info**

Here you can optimise and compress media...

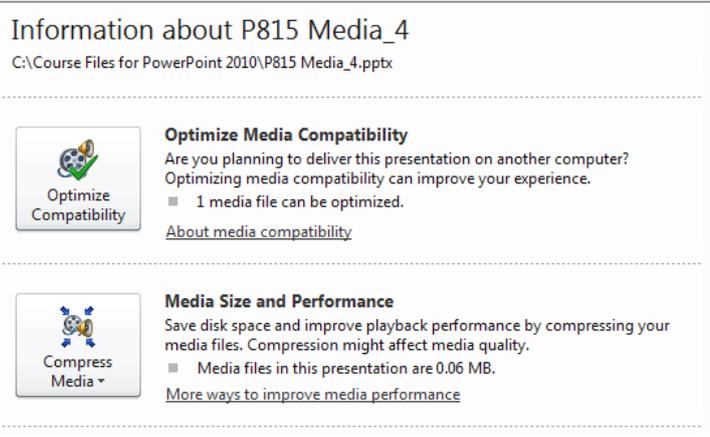
4 Click on **Optimise Compatibility** to begin the optimisation process

PowerPoint will display the **Optimise Media Capability** dialog box and optimise and compress the media file. Optimising means the video can be viewed on any computer, even if the video format is not supported. Now we'll compress the remaining media objects...

5 Click on **[Close]**, then click on **Compress Media** and select **Internet Quality**

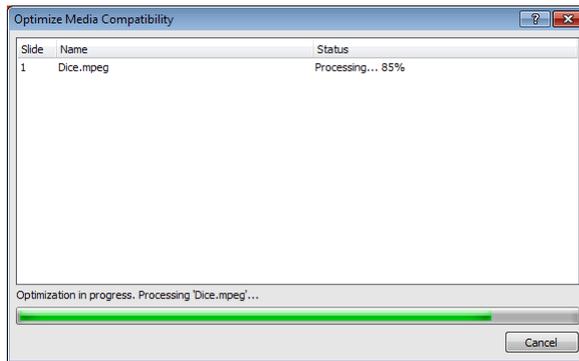
This option will compress to a size suitable for viewing on the Internet...

6 Click on **[Close]** then click on the **Home** tab to return to the presentation

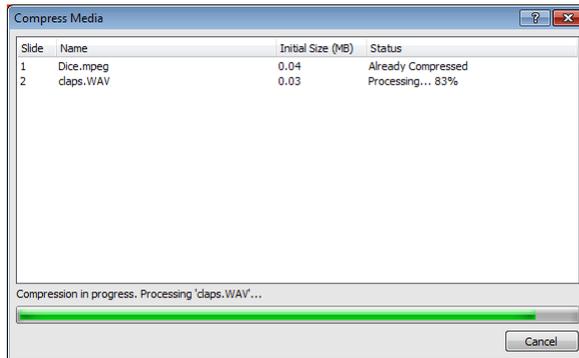


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For Your Reference...

To **optimise** and **compress media**:

1. Click on the **File** tab, then click on **Info**
2. Click on **Optimise Compatibility**, then click on **[Close]** when finished
3. Click on **Compress Media**, then click on **[Close]** when finished

Handy to Know...

- The **Compress Media** option contains two other compression options: **Presentation Quality** and **Low Quality**. Select **Presentation Quality** when you want to preserve current video and media quality, and select **Low Quality** when you want to send the presentation via email, for example.

INSERTING A LINKED MEDIA FILE

Rather than embedding media clips into the presentation, you can insert a media file as a **linked object**. This may be useful where the file size of the media clip is too large to embed.

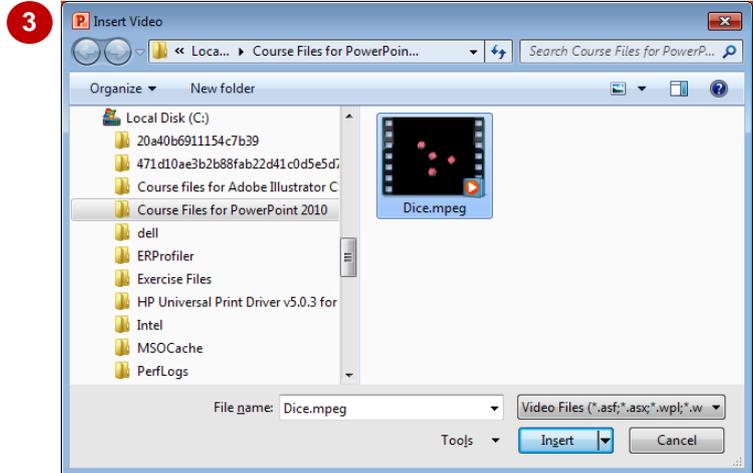
Linking media clips will therefore reduce overall file size significantly. It is recommended that the media file is stored in the same location as the presentation.

Try This Yourself:

Open File

Before starting this exercise you MUST open the file P815 Media_5.pptx...

- 1 Navigate to and display slide 1 in the **Slides** window if required
- 2 Click on the **Insert** tab, then click on the bottom half of **Video** in the **Media** group and select **Video from File** to open the **Insert Video** dialog box
- 3 Navigate to the course files folder, then click on **Dice.mpeg** to select it
- 4 Click on the drop arrow for **[Insert]** and select **Link to File** to insert the video clip as a linked file
For others to see the video, you must keep the file in the same file location, or ensure that you send the video with the presentation when distributing. You can now edit and format the media in the same way as for embedded media...
- 5 Click on the **Slide Show** tab, then click on **From Current Slide**  in the **Start Slide Show** group to preview the slide
- 6 Press **Play** to play the video, then press **[Esc]** to return to **Normal** view



For Your Reference...

To **insert** a **linked media file**:

1. Click on the **Insert** tab, then click on **Video**  in the **Media** group
2. Locate and select the media file
3. Click on the drop arrow for **[Insert]** and select **Link to File**

Handy to Know...

- You can insert a linked media file from a web site, such as YouTube. To do this, click on the **Insert** tab, then click on the bottom half of **Video** in the **Media** group and select **Video from Web Site**. Copy the embed code from the web site into the **Insert Video from Web Site** dialog box, then click on **[Insert]**.

UNDERSTANDING ACTION BUTTONS

Action buttons are **objects** that you **assign** actions to, so when the presenter or user clicks on that button, a specific action will be performed. Actions might include **Next** to move to the next

slide, or **Home** to return to the first slide. Action buttons are commonly-used to help users navigate a presentation, particularly for self-running presentations and kiosk displays.

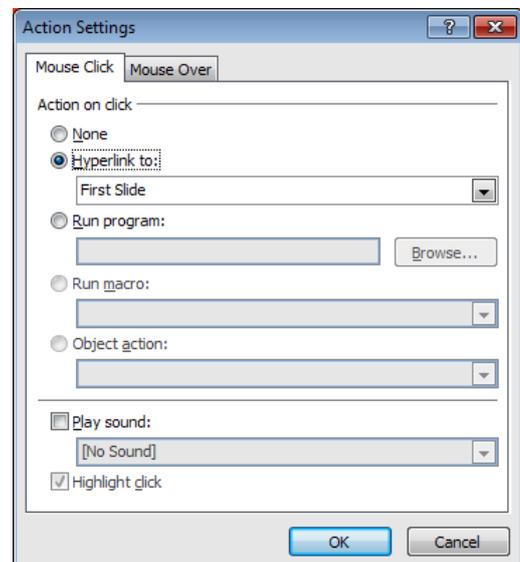
Action Buttons

There are 12 action buttons available in the **Shapes** gallery. Below is a brief description of each type of action button and the default action they will perform when clicked on.

-  The **Back or Previous** button will navigate to the previous slide.
-  The **Next or Forward** button will navigate to the next slide.
-  The **Beginning** button will navigate to the first slide.
-  The **End** button will navigate to the last slide.
-  The **Home** button will navigate to the first slide. This button has the same action as the **Beginning** button.
-  The **Information** button has no preset action. You can use this international information symbol to link to a slide, an external file or a web page that includes further information about the slide or topic.
-  The **Return** button will navigate to the last viewed slide.
-  The **Movie** button has no preset action, but you can use it to open a link to a video clip that you have specified in the **Action Settings** dialog box (see picture below).
-  The **Document** button has no present action, but you can use it to open a link to a document or program that you have specified in the **Action Settings** dialog box.
-  The **Sound** button will play an audio clip that you have specified in the **Action Settings** dialog box.
-  The **Help** button has no preset action, but you can use it to link to a slide, external file or a web page that includes further information about the slide or topic.
-  The **Custom** button can be used to create any type of action.

Action Settings Dialog Box

When you insert an action button onto a slide, the **Action Settings** dialog box will open with a range of preselected options for that particular action. In the picture to the right, the **Action Settings** dialog box selects the default option when creating the **Home** action button. When clicked on, the presentation will navigate to the first slide.



INSERTING ACTION BUTTONS

While delivering your presentation, or to enable users to navigate your presentation, you can insert **action buttons** onto slides. These buttons, available in the **Shapes** gallery, are simply

objects with default actions applied. Action buttons are particularly useful when users have to self-navigate a presentation. Here you will insert several action buttons onto the slides.

Try This Yourself:

Open File Before starting this exercise you **MUST** open the file P815 Media_6.pptx...

- 1 Navigate to and display slide 1, in the **Slides** window
We'll insert a Forward button on this slide...
- 2 Click on the **Insert** tab, then click on **Shapes**  in the **Illustrations** group to display the **Shapes** gallery
The action buttons appear at the very bottom of the gallery...
- 3 Click on **Forward or Next**  then click and drag on the bottom right corner of the slide to draw a small button, as shown
The Action Settings dialog box will open the default action selected...
- 4 Click on **[OK]** to assign the action
- 5 Navigate to and display slide 2 in the **Slides** window, then repeat steps 2 to 4 to insert **Back or Previous**  and **Home**  buttons as shown
- 6 Click on **Slide Show**  in the **Status** bar to run the slide show and test the action buttons
- 7 Save and close the presentation



For Your Reference...

To **insert** an **action button**:

1. Click on the **Insert** tab, then click on **Shapes**  in the **Illustrations** group
2. Select the required button and drag to draw the button
3. Set the **Action**, then click on **[OK]**

Handy to Know...

- If you want more precise control while drawing action buttons, hold down **[Alt]** while you draw.
- If you copy and paste selected action buttons to other slides in the presentation, they will appear on the other slides in the same location as their original position.

